



# 2024 ANNUAL CONFERENCE

**Minnesota Family Support & Recovery Council**  
**in partnership with Minnesota County Attorney's Association**



## Mighty, Tidy Forms

Using Behavioral and Technological Tools to Simplify  
Processes for Customers and Staff

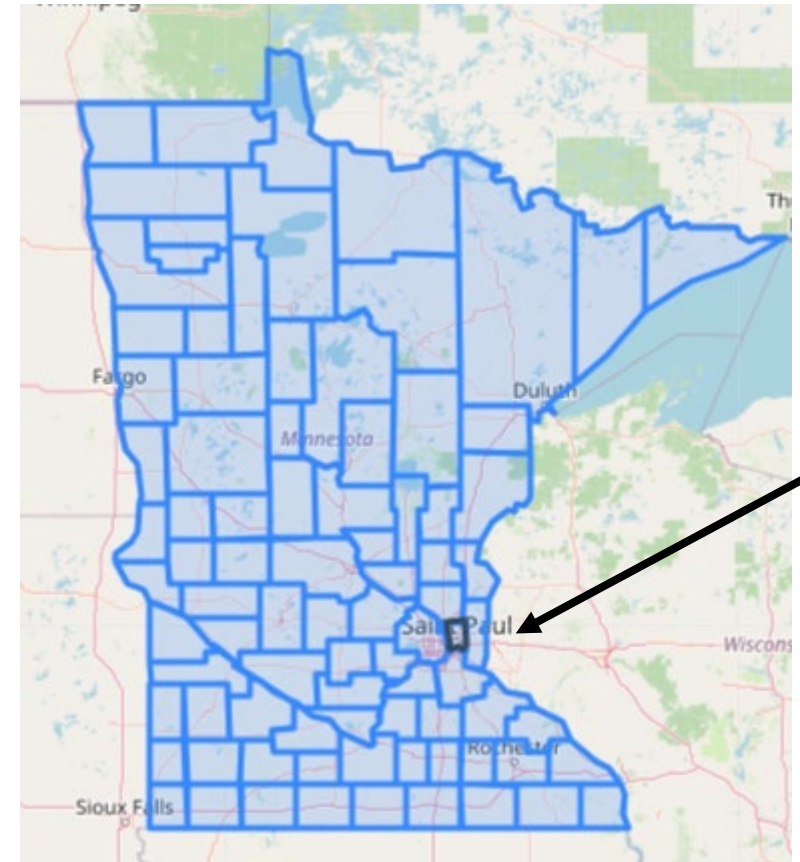
# Overview



- Who We Are and How We Got Here
- Forms and Behavioral Economics
- Our Approach
- The Form Development Process
- Before and After
- Implementation and Outcomes
- Questions, Answers, and New Ideas

# Ramsey County

- Smallest in size, yet the most densely populated, and racially diverse county in Minnesota with 10% of the state's residents.
- Residents have the lowest household income and greatest income disparities in the seven-county metropolitan area, especially within communities of color
- Child support caseload is the second largest and most racially diverse child support caseload in Minnesota
  - 66% - people of color
  - 13% - born outside the U.S. Plus, many others are first generation born in USA
  - 10% - need an interpreter (22 different languages)



<https://www.ramseycounty.us/your-government/about-ramsey-county>

[https://www.ramseycounty.us/sites/default/files/Departments/Public%20Health/CHA/County%20Overview3\\_final.pdf](https://www.ramseycounty.us/sites/default/files/Departments/Public%20Health/CHA/County%20Overview3_final.pdf)

# How did we get here talking about forms?



- State provides letters and forms for child support processes in PRISM.
- Counties often create their own letters and forms.

## • **Case Participants said:**

- They were asked to provide the same information to the child support office over and over.
- They didn't understand how to answer some of the questions because of the way the questions were worded.
- They didn't understand why we needed to know the information.

## • **Our workers and attorneys said:**

- Completed forms were not filled out completely.
- Participants missed or skipped the most important questions on the forms.
- We weren't getting the information we needed to take the next steps on the case requiring rework.

Ramsey County  
receives completed  
Financial Statements  
over 12 days sooner!



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# Forms and Behavioral Economics

# Forms in the Real World



Name of the pet \_\_\_\_\_ ID# \_\_\_\_\_ Sex: \_\_\_\_\_ Breed \_\_\_\_\_

Approximate Date of Birth \_\_\_\_\_ Description \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_, VA. \_\_\_\_\_

Drivers License Number: \_\_\_\_\_ State: \_\_\_\_\_

\_\_\_\_\_  
Printed Name Signature Date

MGHS Representative \_\_\_\_\_ Adoption Fee \_\_\_\_\_

# Forms Are Fundamental

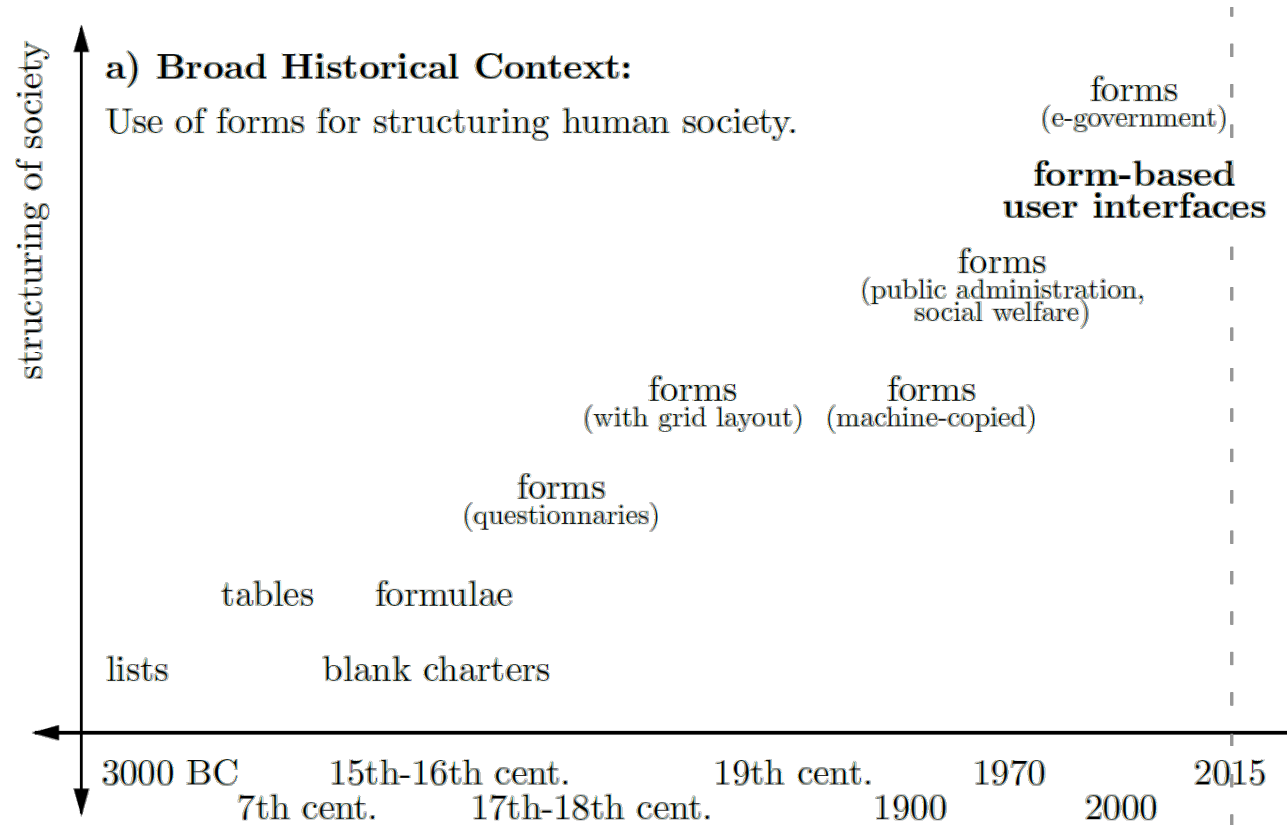
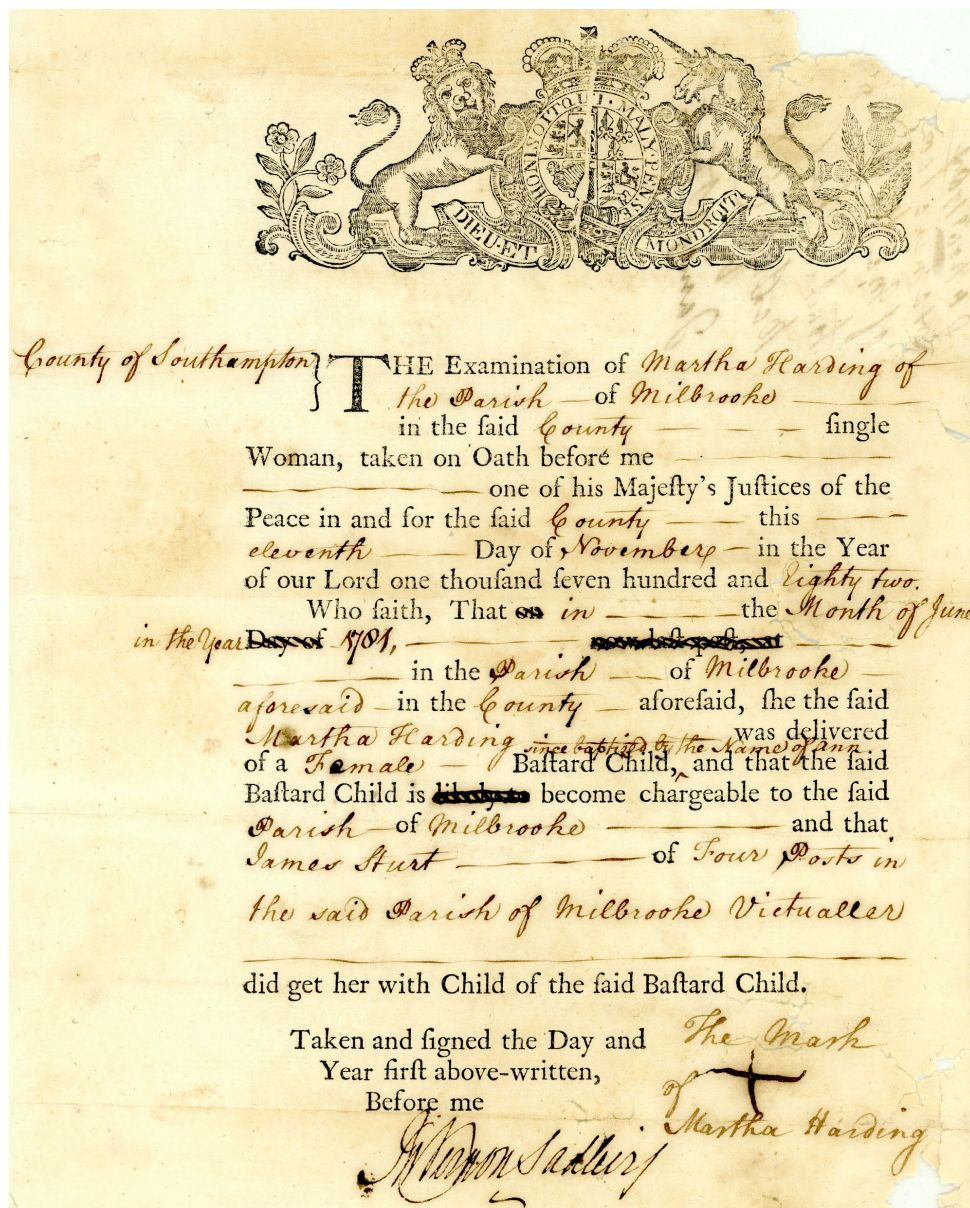


Chart Source: Harms, Johannes. "Past, Present, and Future of Form-Based User Interfaces: Innovative Design for Evolving the 'Form' User Interface Metaphor." Dissertation, 2015.

<https://johannesharms.com/publications/harms2016forms.pdf>



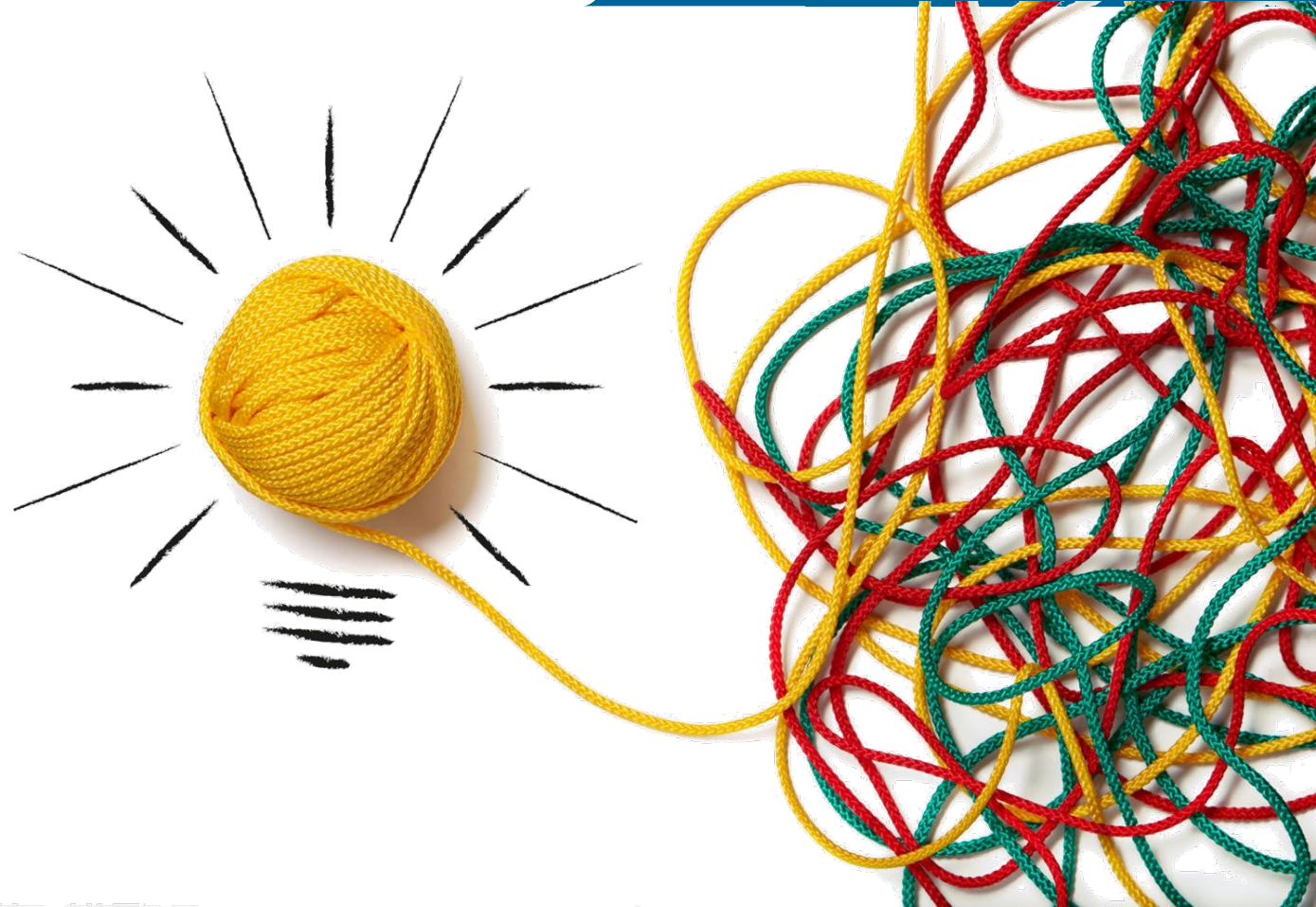


# Our Forms Have Been Stuck in a Holding Pattern for Centuries

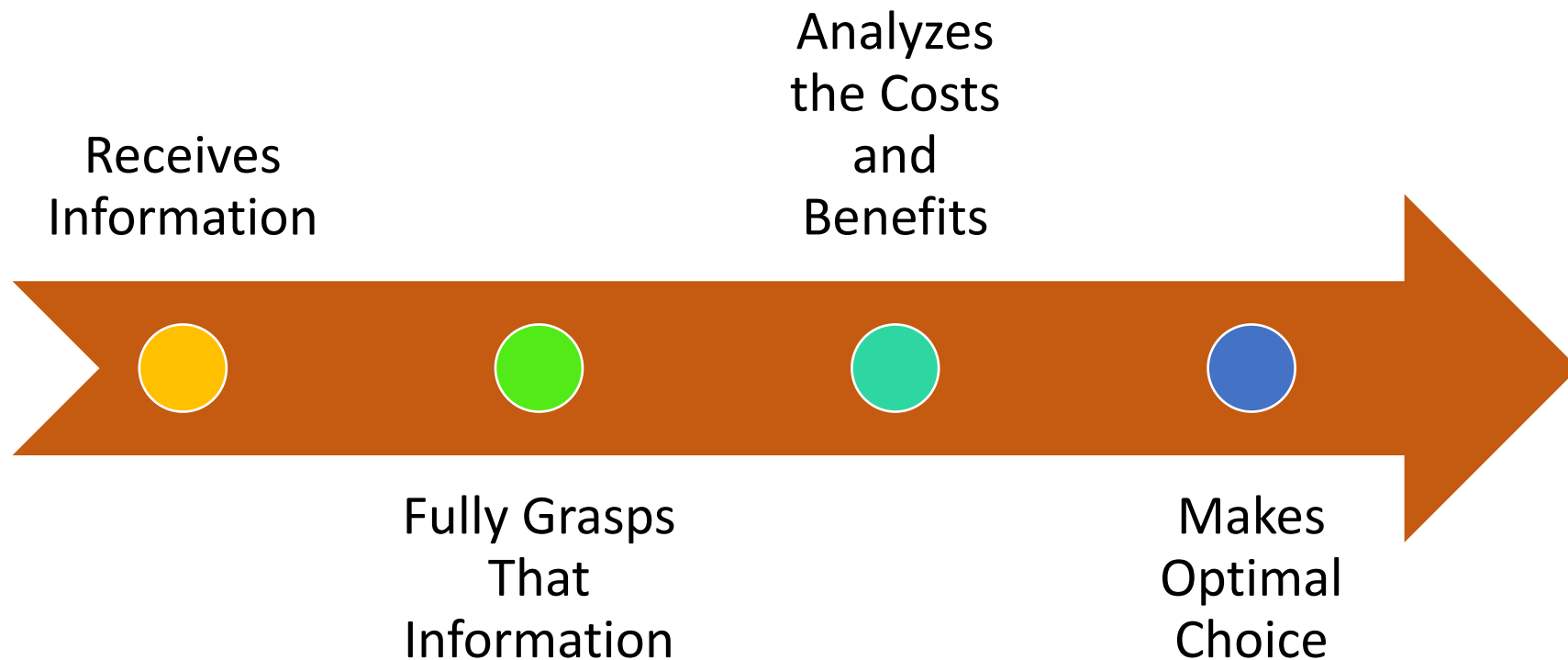
Image from a private collection

# We Need a New Way of Thinking about Forms

How can we motivate people to complete forms in ways that maximize accuracy while also making them feel heard and supported through a difficult process?



# A Traditional, Linear View of How We Make Decisions



# A Messier, Behaviorally Informed View of Decision-Making



Most of our mental processing is unconscious, and most of our decision-making is unconscious, but that doesn't mean it's faulty, irrational, or bad. We are faced with an overwhelming amount of data ... and our conscious minds can't process all of that.

Our unconscious has evolved to process most of the data and to make decisions for us according to guidelines and rules of thumb that are in our best interest most of the time.

**Susan Weinschenk, PhD**  
[“How People Make Decisions”](#)



# Behavioral Economics: A Working Definition

An approach to communications, policies, and procedures that analyzes and reshapes information and structural factors guiding engagement with program participants to make programs work better for them.\*

\* And not worse for anyone else!



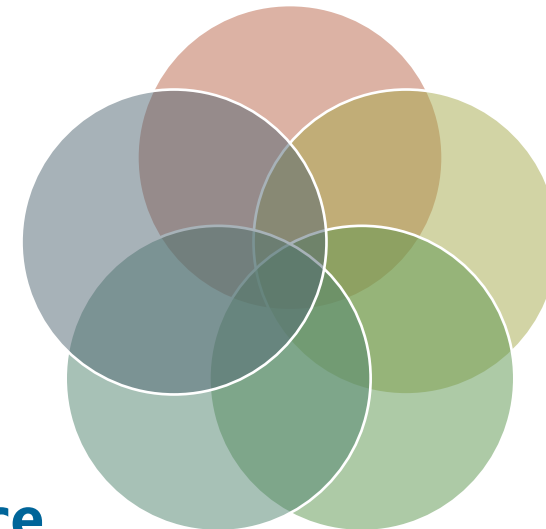
## Behavioral Economics

Procedural Justice

Plain Language

User Experience Design

Human-Centered Design



# Behavioral Techniques You Encounter Every Day



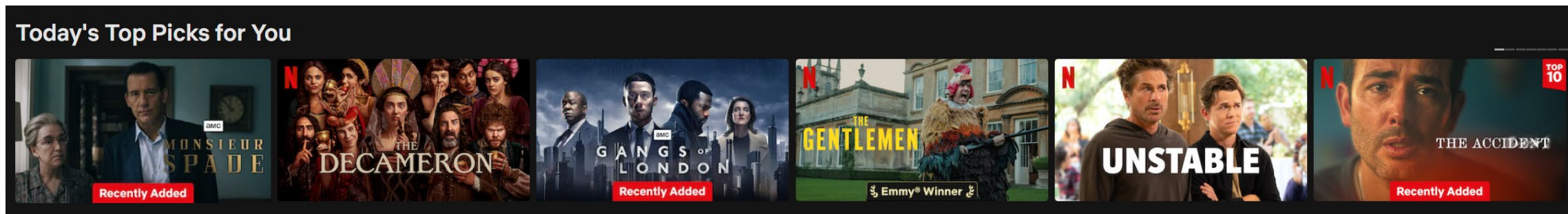
## 1. Personalization

Shaping a response or tool around someone's personal identity ("you" or "I")

### Example

Beginning a letter with "Hello, Wilma" rather than "To Debit Card Users"

- Delta Air Lines Inbox David, You Can Enjoy Up to \$610 in Statement Credits Each Year. Learn More - David, work from anywhere, earn from e
- Service Protection . Inbox David, did we mention your GE Built-In Microwave warranty is expiring? - David, did we mention your GE Built-In Micr
- LinkedIn Inbox David, don't miss these newly released courses - Human Resources David, don't miss these newly released courses 10 c
- Marriott Vacation C. Inbox David, your Marriott exclusive expires September 17 - David, explore the pristine beauty of Lake Tahoe, California, with :
- PayPal Inbox Confirmed - David Ramm! You've been selected to apply for the PayPal Cashback Mastercard®. - Hello David Ramm,



# Behavioral Techniques You Encounter Every Day



## 2. Social Proof

Drawing attention to the opinions or actions of others to guide decision-making

### Example

“Billions and Billions Served”

## NYC Child Support - ACCESS HRA

NYC Human Resources Administration

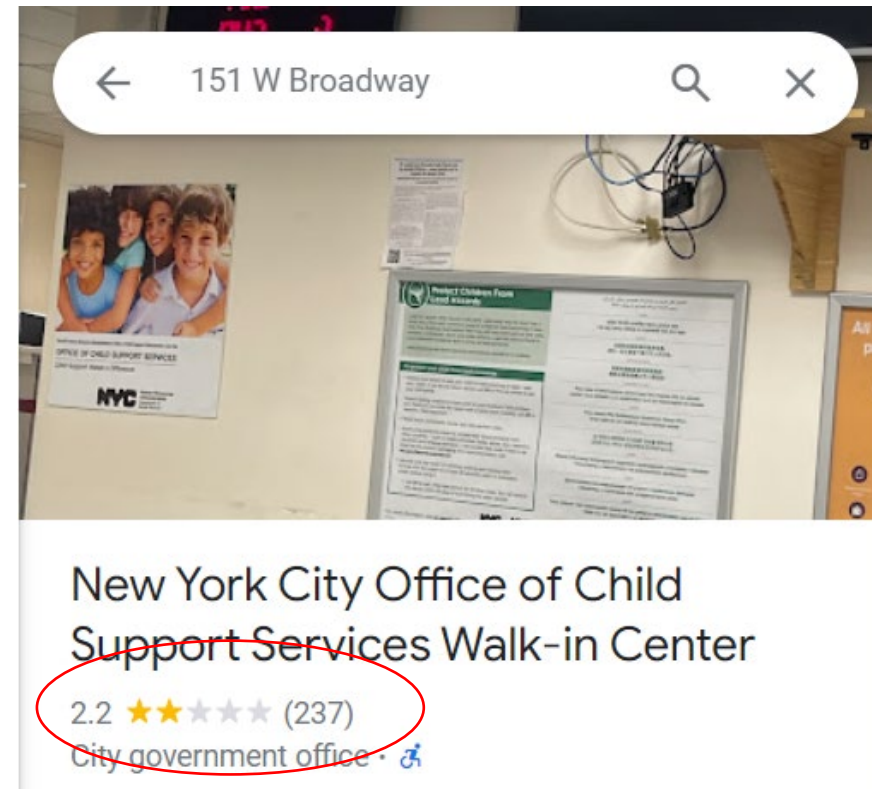
4.4★  
176 reviews

10K+  
Downloads

Everyone

Install on more devices

Share



# Behavioral Techniques You Encounter Every Day



## 3. Channel or Hassle Factors

Elements that make it either easier (channel) or harder (hassle) for people to take some action

### Example

Channel: Moving a case over directly from assisted to non-assisted

Hassle: The referral process for assistance cases when that person only wants TANF or medical assistance, not child support

### Channel



### SIGN UP

Let's get started by entering a few details below!

First Name

Last Name

Email

Create Password

Eight characters minimum  
One lower case character  
One uppercase character  
One number  
One special character

Next

### Hassle

r/PlanetFitnessMembers • 10 mo. ago  
Putbackurweight Employee

### How to Cancel Membership

**Tips**

I've noticed so many posts about how hard it is for people to cancel their gym memberships and as an employee, I never understood why people assume its so difficult.

2 cancellation methods are provided at every planet fitness (3 for California because its the only state that allows you to cancel online.)

Either come down to the gym you signed up at, say "i want to cancel" and then you sign the document and that's it.

You could also send a letter through certified mail with your name, phone number and reason as to why you were canceling with a signature on the bottom and it gets cancelled out.

The ONLY exceptions to these methods (which is also why most people aren't cancelled out.)

Is because either 1) you did not send a letter or try to cancel at your home gym (gym you initially signed up to). 2) You already have a balance on your account that's preventing you from being cancelled. (this usually happens if you get a new credit card or bank account and planet fitness cant charge your monthly fees anymore, so a balance accrues.. usually calling your home club will help you because they can waive some late fees.)

Also, if you cancel anywhere between the 11th-16th of the month.. you'll be charged for the following month. Pf has a 7 day cancellation policy from the days that we charge you membership fees. Same applies to your annual fee. So if you didn't want to see the charge from either of those, cancel 7 days prior to that bill date.

Even if you have a balance on your account and want to cancel, management should still be saying "we can freeze you for a month or two so there's no additional payments and that gives you time to either pay any payments you've missed and to also make your way down to the gym and fully cancel."

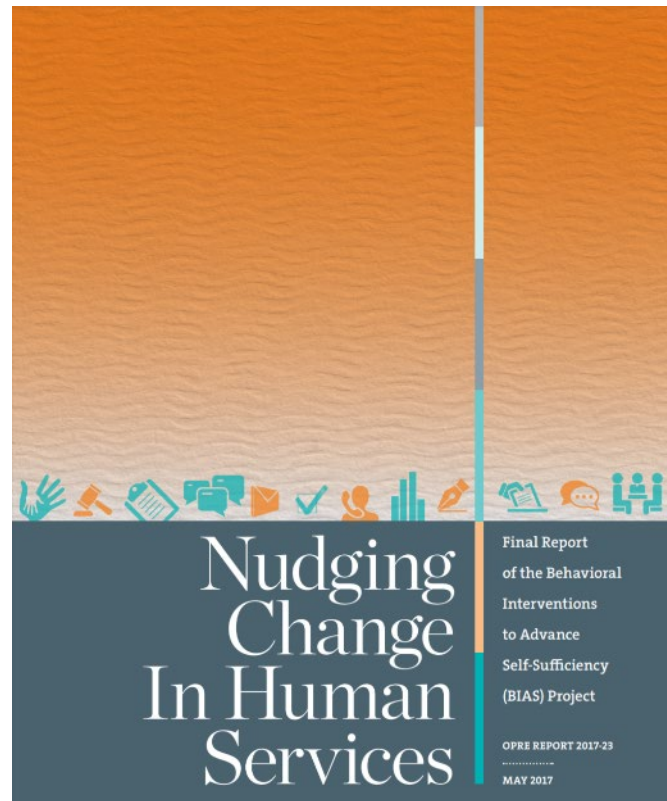
As an employee, I feel like at least my club does very well in describing cancellation policy and making it sound as streamline as it is.



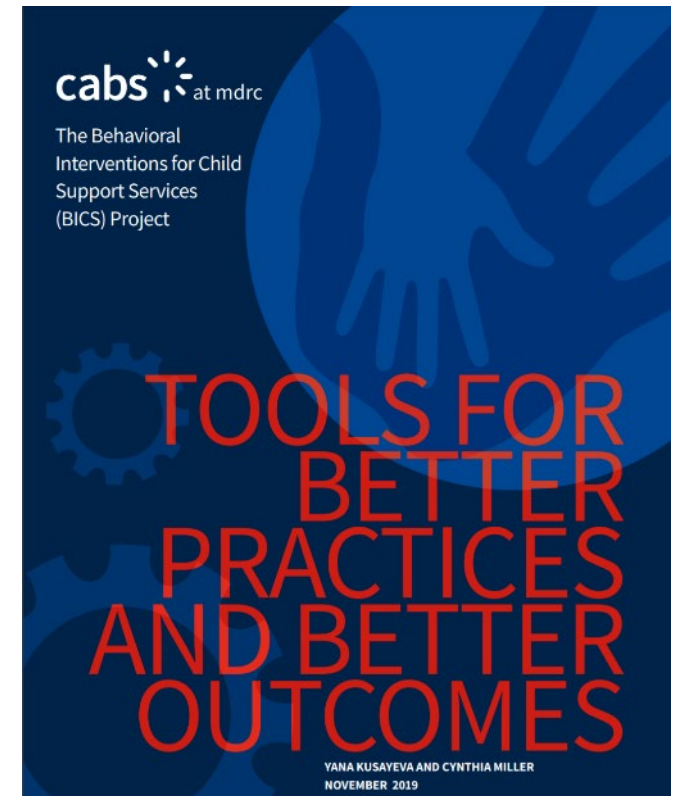
# Examples of Behavioral Economics Being Used in Child Support



Behavioral Insights to Advance Self-sufficiency (BIAS)



Behavioral Interventions for Child Support Services (BICS)



# 2023 ANNUAL CONFERENCE



# Our Redesign Approach

# Behavioral Design Methodology



## Our Team

- **Consultant**
- **Planning Manager** – Team Lead with 27+ years of child support experience in roles as worker, trainer, supervisor, and in supporting strategic initiatives
- **Attorney** – with child support experience to ensure messages are legally correct
- **Management Analyst** – with child support project experience to help with technical possibilities



# Deciding Which Forms to Redesign



- We wanted our project to have an impact on work spanning multiple child support processes.
- Surveyed workers
  - Which forms had questions that clients often answer differently than we expect?
  - Which forms do clients not "seem" to respond to?
  - Which forms are "not pretty" or cause distress to look at?
- Narrowed down the list



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

# Some redesigned items:

- ✓ Financial information form for setting or modifying support
- ✓ Paternity affidavits for bio-mom and alleged father to identify child's possible father
- ✓ Initial cover letter for cases without orders
- ✓ Welcome letters for cases with orders
- ✓ Parenting decisions information page and affidavit
- ✓ Genetic testing appointment notice
- ✓ Description of support received or paid
- ✓ Series of nonpayment letters
- ✓ Agreement to forgive past-due support
- ✓ Cover letter for intergovernmental cases without orders
- ✓ Locate form

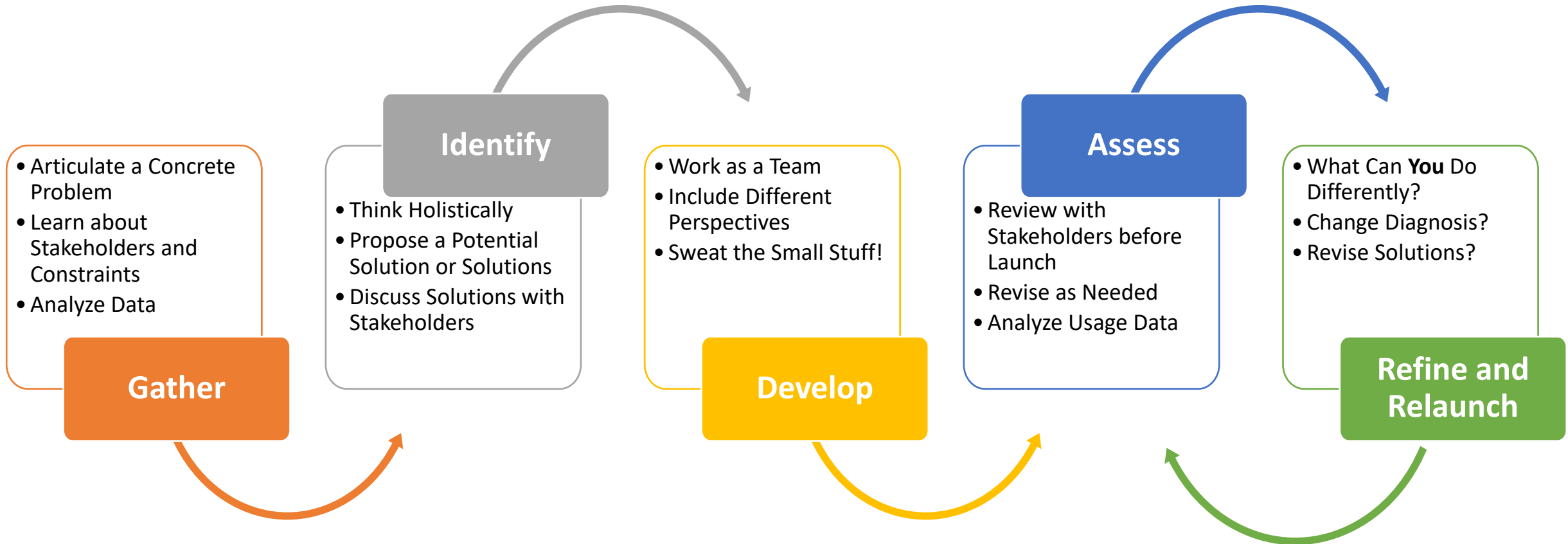


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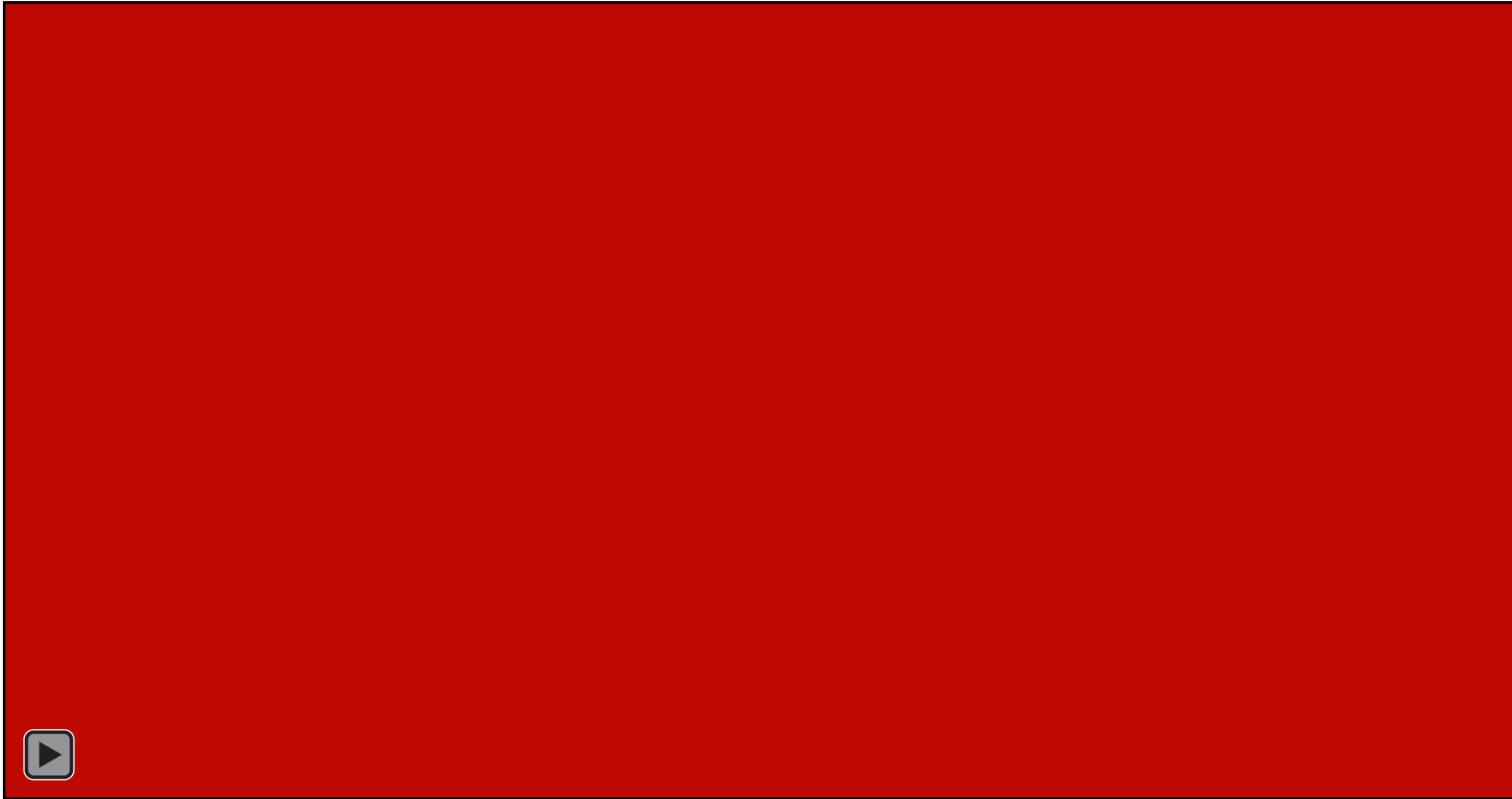


# A Behavioral Development Methodology for Forms

# A Behavioral Design Methodology



# Gather: Analyze Data



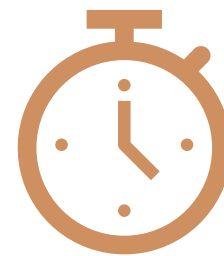


# Develop: Some Key Principles for Behaviorally Informed Forms and Processes



## **Simplify policies and reduce choices**

Remove anything that can complicate decision-making



## **Communicate expectations**

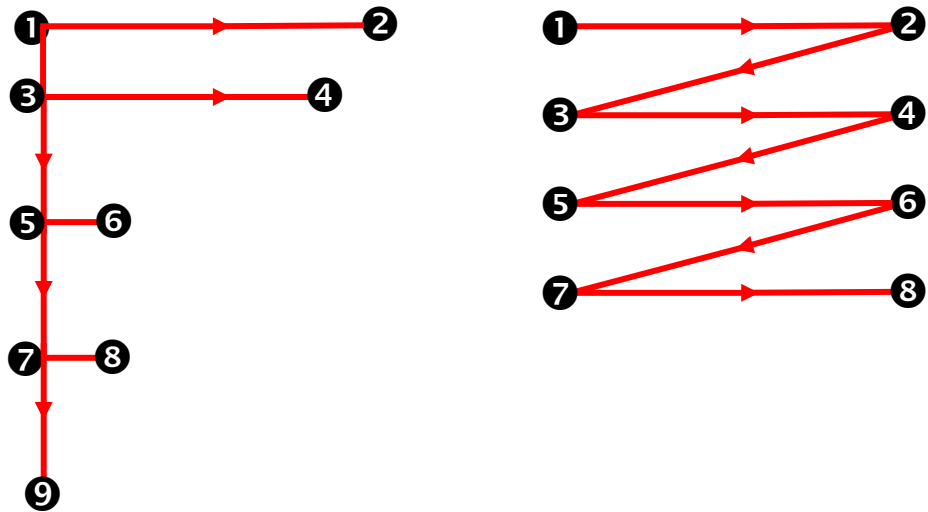
Tell people exactly how to respond. Give clear deadlines



## **Use better tools**

Write using **plain, direct** language. Design thoughtfully. Use delivery mechanisms likely to increase engagement

# Develop: Design for Skimming



“[T]he ‘new norm’ in reading is *skimming*, with word-spotting and browsing through the text. Many readers now use an F or Z pattern when reading in which they sample the first line and then word-spot through the rest of the text. When the reading brain skims like this, it reduces time allocated to deep reading processes.

Maryanne Wolf  
[“Skim Reading Is the New Normal. The Effect on Society Is Profound”](#)

# Assess

- **Review with Stakeholders before Launch**
  - Formal review process
  - Pre-launch focus group
- **Revise as Needed**
  - Quasi-formal test period of 3 months
  - Post-launch focus group
  - Both led to revisions
- **Analyze Usage Data**
  - More on this later



## Question 1

**Put everything that applies to establishment and mod first and things that are specific but not mod could come after that so that modification clients don't need to complete the entire doc.** Worried about address completed because of error. Language being too high ("communicate"). Length of it. Info up front and be able to say, you don't need to complete after this point. When receiving, the expense section, their math doesn't add up

## Question 2

Would prefer page 5 on spousal support, etc. **Would like to know about children from other parents and where those orders are how much they're receiving per month.** Some clients both payers and receivers for different. How much for how many children and where those orders (county, state, etc.). In court pleadings, just use a number. What if people have multiple marriages? Say it's related to specific person? (Neither marriage and past support apply to modifications.)


## Question 3

**If you have safety concerns, call and get a resource immediately.** When she gets this form with a y in safety concerns, sends a DHS safety form. **Want specific forms for disability. Preferred documentation is medial release consent form along with a medical provider certification.** (Jodi says we would send those out.) Wants household separated out as its own section. Feel like ownership is the most important thing. **Ownership privileged.** Want a lot more money about other orders and what

# Policy and Design: Hand in Glove



## Before

  
OFFICE OF THE RAMSEY COUNTY ATTORNEY  
JOHN J. CHOI, COUNTY ATTORNEY

February 10, 2021

Party Name: CP Name and NCP Name  
Party Address: Case: 0000000000-00  
City, State, Zip: Court File No. Court File#

Dear NCP Name:

I have reviewed your child support case, and would like to provide you some information:

- Your child support obligation for child(ren) name(s) is \$Monthly Obligation per month
- You have not made a payment ADD "since" and date of last payment or "to date"

Below are resources that you may find helpful if you are not able to make monthly payments:

Ujamaa Place: 651-526-8006 www.ujamaaplace.org  
Father Project: 612-724-3539 www.goodwillleasterseals.org  
Goodwill/Easter Seals: 651-379-5800 www.goodwillleasterseals.org


MN Workforce Center: 651-642-0363 www.jobconnectmn.com  
Twin Cities Rise: 651-603-8520 www.twincitiesrise.org

It is important that you contact me to talk about your current situation. Depending on your financial situation, the child support office can also review your case for a modification of the child support order.


Even if you can't make the full payment, any amount helps your child. Contact me at 651-266-Your Ext to discuss possible payment options.

Sincerely,  
Name  
Child Support Worker  
651-266-Your Ext

CHILD SUPPORT SERVICES DIVISION  
121 7th Place E., Suite 4500 | Saint Paul, MN 55101  
651-266-3344 | Fax: 651-266-3300 | ramseycountyattorney.org

 An Elected Office of  
RAMSEY COUNTY

## After

 **Child Support Services**  
Office of the Ramsey County Attorney

An Elected Office of  
RAMSEY COUNTY

Case: 0000000000-00  
Letter Name: Nonpayment: Questions for Parent Paying Support  
Do we have the wrong address? Fix it below and send with your reply.

Child Support Summary  
Monthly Child Support Due \$[Monthly Obligation]  
Child Support Debt \$[Arrears Balance]  
Date of Last Payment [Month ##, ####]  
Amount of Last Payment \$[Last Payment Amount]  
Children on the Case [First and Last Names of Each Child on the Case]

August 31, 2023  
First and Last Name  
Address  
City, State ZIP

1 I reviewed your case and noticed that you are behind on child support. I have 3 questions about your situation that will help me understand if we can do more to provide you with resources or services.

2 You can call me with your answers or send your response by mail, email, or fax.

3 The 3 Questions

4 1. Why have you not been able to pay this support? For example, you might support another child or a family member. Knowing about specific barriers to payment can help us with your case.

5 2. Are you employed?  
Yes. Are you working  full-time or  part-time? Who is your employer?  
 No. Tell us if you have any barriers to getting or keeping a job. Some barriers include disability, job skills, or criminal justice history.

6 3. Would you like a referral to organizations that offer services for housing, job training, and parenting?  
 Yes  
 No

7 8. Questions for Me? Want to Talk about Your Case?  
Call me at 651-266-#### with any questions. Or send me your number and I will call you: \_\_\_\_\_

9 Worker's Name  
Ramsey County Child Support Worker

Mail or In-Person 121 7th Place E, Suite 4500 Saint Paul, MN 55101  
Phone 651-266-3344  
Fax 651-266-3300  
Email ChildSupport@RamseyCounty.us

# Practical Tips: Language



## Start with the Takeaway

I reviewed your case and noticed that you are behind on child support. I have **3 questions** about your situation that will help me understand if we can do more to provide you with resources or services.

## Use common words and short sentences (under 30 syllables per sentence)


1 Why have you not been able to pay this support? For example, you might support another child or a family member. Knowing about specific barriers to payment can help us with your case.

## Use personal pronouns (“we,” “you,” etc.), not disembodied roles (“CP,” “NCP,” etc.)

2. Are you employed?
- Yes. Are you working  full-time or  part-time? Who is your employer? \_\_\_\_\_
  - No. Tell us if you have any barriers to getting or keeping a job. Some barriers include disability, job skills, or criminal justice history. \_\_\_\_\_

# Practical Tips: Design



 **Child Support Services**  
Office of the Ramsey County Attorney

An Elected Office of  
RAMSEY COUNTY

**Financial Information**

Case	Case Number
------	-------------

**Why We Ask This Information**

Either you or someone connected to you opened a child support case or asked to change an existing child support order. To get the child support amount right, we need to know about your income and expenses. For that same reason, we also ask you about the other parent.

**What We May Do with This Information**

We may use the information you give us to help set or change a child support order. Eventually, this form may be filed with the court. Like other court documents, it may be shared with others, including the other parent.

**Your Safety and the Safety of your Child or Children**

We want you and your child to feel safe and still get child support services. Feeling safe means not fearing violence, threats, verbal abuse, or other forms of control.

If any part of the child support process might make you or your child feel unsafe, call me at 651-266-####. No matter what you've told us in the past, you can update it at any time.

We can hide details on forms to reduce the chances that the other person can find you.

**Information about You**

**Your Contact Information**

Name: First and Last Name of CP or NCP

Date of Birth: \_\_\_\_\_ Place of Birth: \_\_\_\_\_

Mailing Address: CP or NCP Address

If you live at a different address, write it in here: \_\_\_\_\_

Your Phone Number: \_\_\_\_\_ Is this a cell phone number?  Yes  No

If you have another phone number, write it in here: \_\_\_\_\_


When any of this information changes, tell us. Don't miss updates about your case!


**Additional Details about You**


**Language Preference**

Tell us what language you prefer to use when we communicate with you:

Preferred Spoken Language: \_\_\_\_\_ Preferred Written Language: \_\_\_\_\_

 **Mail or In-Person**  
121 7th Place E, Suite 4500  
Saint Paul, MN 55101

 **Phone**  
651-266-3344  
Fax  
651-266-3300

 **Email**  
ChildSupport@RamseyCounty.us

- Use headings to indicate levels of importance
- Emphasize white space and a ragged right margin
- Use icons and other graphics to reinforce meaning

# Financial Statement



## Before

### Financial Statement

Information in this document may be used to set, modify, or enforce child support.

Child Support Case #: \_\_\_\_\_

**I: Personal Information**

- My name is: \_\_\_\_\_
- My date of birth: \_\_\_\_\_ My place of birth: \_\_\_\_\_
- My mailing address is: \_\_\_\_\_  
This mailing address is the same as where I live.  Yes  No, I live at this address: \_\_\_\_\_
- My contact numbers are:  
 Home Phone: \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_  
 Other: \_\_\_\_\_

**NOTE:** You MUST report all changes to the child support office.

- I am going to school.  Yes  No If yes,  Part time  Full time  
 School Name: \_\_\_\_\_  
 My career field is \_\_\_\_\_  
 I have classes: \_\_\_\_\_ hours per week. I plan to graduate on \_\_\_\_\_
- Have you ever been married?  Yes  No **If yes,**
  - Who are/were you married to: \_\_\_\_\_
  - Marriage:  Date: \_\_\_\_\_  Place: \_\_\_\_\_
  - Separation:  Date: \_\_\_\_\_
  - Divorce:  Date: \_\_\_\_\_  Place: \_\_\_\_\_

**II: Monthly Expenses and Debt**

- There are \_\_\_\_\_ adults and \_\_\_\_\_ child(ren) living in my household.
- My average monthly household expenses are \$ \_\_\_\_\_.
- Below is the breakdown of **my portion only** of the average monthly expenses and debt in my household:

- 1 -

vers. 8/3/2017

## After

**Child Support Services**  
Office of the Ramsey County Attorney

An Elected Office of  
RAMSEY COUNTY

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**Financial Information**

	Case	Case Number
<p><b>Why We Ask This Information</b></p> <p>Either you or someone connected to you opened a child support case or asked to change an existing child support order. To get the child support amount right, we need to know about your income and expenses. For that same reason, we also ask you about the other parent.</p> <p><b>What We May Do with This Information</b></p> <p>We may use the information you give us to help set or change a child support order. Eventually, this form may be filed with the court. Like other court documents, it may be shared with others, including the other parent.</p> <p><b>Your Safety and the Safety of your Child or Children</b></p> <p>We want you and your child to feel safe and still get child support services. Feeling safe means not fearing violence, threats, verbal abuse, or other forms of control.</p> <p>If any part of the child support process might make you or your child feel unsafe, call me at 651-266-####. No matter what you've told us in the past, you can update it at any time.</p> <p>We can hide details on forms to reduce the chances that the other person can find you.</p>		
<p><b>Information about You</b></p> <p><b>Your Contact Information</b></p> <p>Name: <u>First and Last Name of CP or NCP</u></p> <p>Date of Birth: _____ Place of Birth: _____</p> <p>Mailing Address: <u>CP or NCP Address</u></p> <p>If you live at a different address, write it in here: _____</p> <p>Your Phone Number: _____ Is this a cell phone number? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If you have another phone number, write it in here: _____</p> <p>When any of this information changes, tell us. Don't miss updates about your case!</p> <p><b>Additional Details about You</b></p> <p><b>Language Preference</b></p> <p>Tell us what language you prefer to use when we communicate with you:</p> <p>Preferred Spoken Language: _____ Preferred Written Language: _____</p>		

**Mail or In-Person**  
121 7th Place E, Suite 4500  
Saint Paul, MN 55101

**Phone**  
651-266-3344  
Fax  
651-266-3300

**Email**  
ChildSupport@RamseyCounty.us

# Financial Statement: Details



## Before

### VIII: Past Support

The court may look at each parent's responsibility to support the child(ren) of this case, for up to two years before the court case starts.

40.  I paid direct child support, OR  the other party has paid me direct child support, of \$\_\_\_\_\_ for the time period: \_\_\_\_\_ to \_\_\_\_\_.  
\*\* Proof of any direct child support payments is required.
41. Do you want reimbursement for **past support**? (check all that apply)  
 No  Yes: \_\_\_ past basic support / \_\_\_ past medical\* / \_\_\_ past childcare\*  
\*You must attach proof of past medical/dental and childcare expenses.  
(Past medical support includes the child's portion of the medical/dental premiums and unreimbursed expenses for the child.)

## After



### Past Child Support

If you are filling out this form to **change** an existing child support order, skip this section.

Sometimes the court will order the other parent to pay their share of the last two years of child support, child care costs, medical costs, or costs related to child's birth.

Do you want the court to order the other parent to pay for:

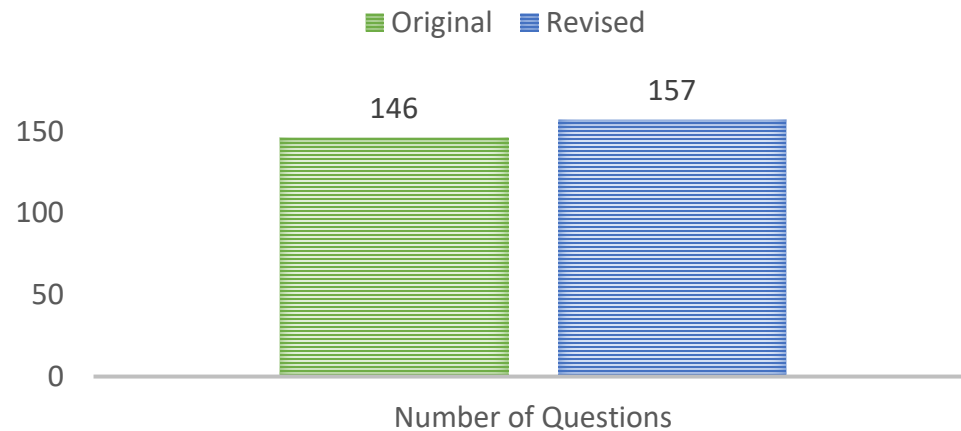
- |                     |  |                              |  |
|---------------------|--|------------------------------|--|
| Past child support? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Medical costs for the child? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Child care costs?   | <input type="checkbox"/> Yes <input type="checkbox"/> No | Costs for the child's birth? | <input type="checkbox"/> Yes <input type="checkbox"/> No |



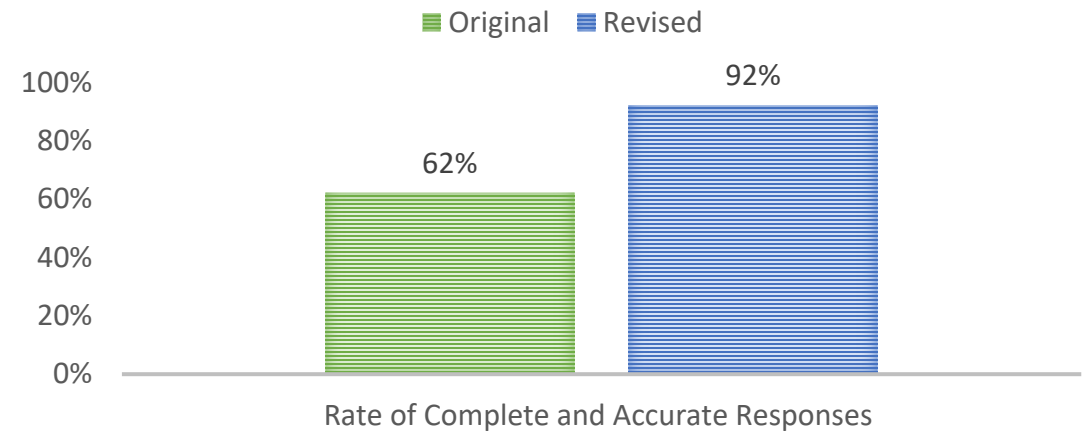
# Financial Statement: Results



## FINANCIAL STATEMENT: NUMBER OF QUESTIONS PER FORM



## FINANCIAL STATEMENT: RATE OF COMPLETE AND ACCURATE RESPONSES



A 30 percentage point (48%) increase in completion rate.  
Increased even when asking more questions about ability to pay.

# Mother's Paternity Affidavit



## Before

IV-D Case Number: \_\_\_\_\_  
Child(ren): \_\_\_\_\_

Did you have sexual intercourse with ANY OTHER MAN in the period beginning SIX weeks before and ending SIX weeks after you think you became pregnant with this child?  
No \_\_\_ Yes \_\_\_

List EVERY OTHER MAN that you had sexual intercourse with, beginning 6 weeks before until 6 weeks after when you became pregnant with this child, even if you believe that he is not the child's father.

Name and Date of Birth	Phone	Address or who does he live with?	Employer	Any other info? (His parents' names, phone #s, arrest record)
1)				
2)				

*If you need additional space to list other possible fathers of this child, please attach another sheet.*

**Do you have any safety concerns regarding any of the alleged fathers listed in this affidavit?**  
No \_\_\_ Yes \_\_\_  
If yes, we would like to discuss these concerns with you. Please list a phone number where we can reach you during the daytime: \_\_\_\_\_

**Please give us any other information that will help us get in contact with the alleged father:** \_\_\_\_\_  
\_\_\_\_\_

If you have any of the five items listed below, please check the box and send them to:  
Ramsey County Attorney's Office  
Child Support Enforcement Section  
121 Seventh Place East, Suite 4500  
St. Paul, MN 55101

A photograph of the man you have named as the child's father.  
 A copy of your marriage certificate.  A copy of your divorce papers.  
 A copy of each child's birth certificate.  A copy of your genetic test results.

**YOU MUST COMPLETE THIS SECTION OR YOUR DOCUMENT WILL BE INCOMPLETE.**

**During the period that my child was conceived, I, \_\_\_\_\_, had sexual intercourse with each man listed as my child's possible biological father.**

I understand that the county attorney's office does not represent the child(ren) in this action, me, the other parent, or other custodian of the child(ren).  
I understand that I must submit to genetic testing of the child(ren) and myself.  
I understand that I must cooperate in the establishment of paternity and enforcement of child support.

I declare under penalty of perjury that everything I have stated in this document is true and correct. This document is signed in \_\_\_\_\_ County, Minnesota. Minn. Stat. § 358.116.

DATE \_\_\_\_\_ Signature of Mother \_\_\_\_\_

vss. 10/19/2017 4

## After

**Mother's Paternity Affidavit** Case: 000000000-00

**Physical Details**  
Eye Color: \_\_\_\_\_ Hair Color: \_\_\_\_\_ Height: \_\_\_\_\_  
Weight: \_\_\_\_\_ Glasses: \_\_\_\_\_ Facial Hair: \_\_\_\_\_  
Tattoos, Scars, or Other Identifying Details: \_\_\_\_\_

**Other People the Father Knows**

	Name	Address	Phone Number
<input type="checkbox"/>	The Father's Mother		
<input type="checkbox"/>	The Father's Father		
<input type="checkbox"/>	The Person the Father Currently Lives With		

**Relationships**

**Your Relationship with the Father**  
Did you ever live with the father?  Yes  No If "yes," when? \_\_\_\_\_  
Were you and the father ever married?  Yes - Legally  Yes - Culturally  No  
If "yes," when? \_\_\_\_\_ Where? \_\_\_\_\_  
Did your relationship with the father end in divorce?  Yes  No  
If "yes," where did the divorce happen (city, state, and country)? \_\_\_\_\_  
Before your child was born, were you married to anyone other than the father?  Yes  No  
If you were married, did you legally divorce that person before your child's birth?  Yes  No  
If "yes," where did the divorce happen (city, state, and country)? \_\_\_\_\_

**Other Relationships**  
The court requires us to ask if someone else might be your child's father.  
**In the 6 weeks before or the 6 weeks after** you believe you became pregnant, did you have sexual intercourse with any other man?  Yes  No  
If "yes," use the space on the next page to tell us any information you can about the other person or people. "More Information" can mean such things as the person's employer, parents' names and phone numbers, or criminal record.

Page 3 of 4

# Mother's Paternity Affidavit: Details



## Before

February 10, 2021

Party Name  
Party Address  
City, State, Zip

CP Name and NCP Name  
Case: 0000000000-00  
Court File No. Court File#

Dear NCP Name:

I have reviewed your child support case, and would like to provide you some information:

- Your child support obligation for child(ren) name(s) is \$Monthly Obligation per month
- You have not made a payment ADD "since" and date of last payment or "to date"

## After

Case: 0000000000-00

Letter Name: Nonpayment: Questions for Parent Paying Support  
Do we have the wrong address? Fix it below and send with your reply.

August 31, 2023

First and Last Name  
Address  
City, State ZIP

Hello, <First Name> <Last Name>,

I reviewed your case and noticed that you are behind on child support. I have **3 questions** about your situation that will help me understand if we can do more to provide you with resources or services.

### Child Support Summary

Monthly Child Support Due

[\$(Monthly Obligation)]

Child Support Debt

[\$(Arrears Balance)]

Date of Last Payment

[Month ##,####]

Amount of Last Payment

[\$(Last Payment Amount)]

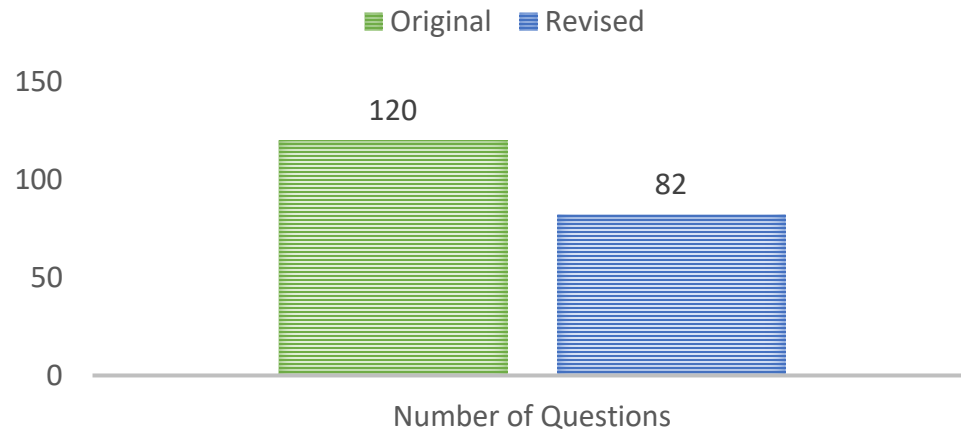
Children on the Case

[First and Last Names of Each  
Child on the Case]

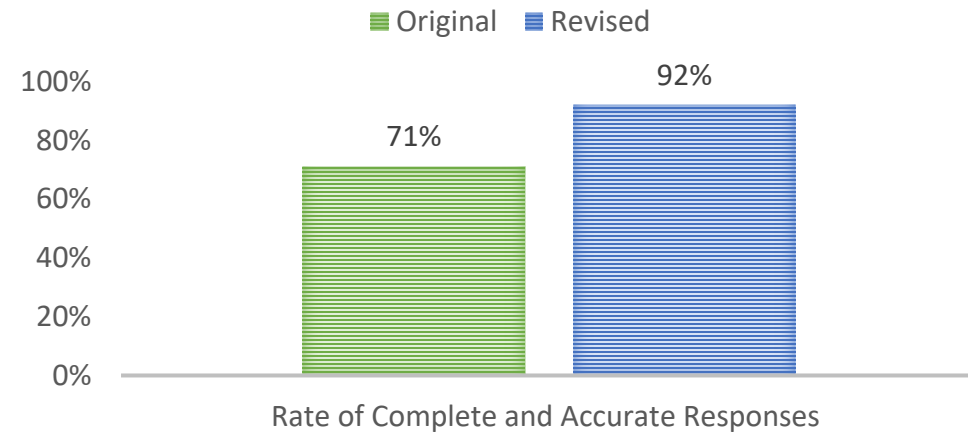
# Mother's Paternity Affidavit: Results



### PATERNITY AFFIDAVIT: NUMBER OF QUESTIONS PER FORM



### PATERNITY AFFIDAVIT: RATE OF COMPLETE AND ACCURATE RESPONSES



A 21 percentage point (29%) increase in completion rate.  
Reduced the number of questions by 32%.

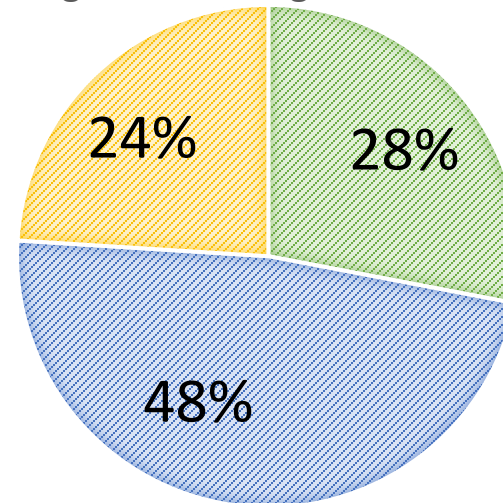
# Accessibility Results



The average reading level for the 25 forms completed so far on this project is 5.3. The highest reading level of any of the forms was 6.5.

## READING LEVELS OF REVISED FORMS

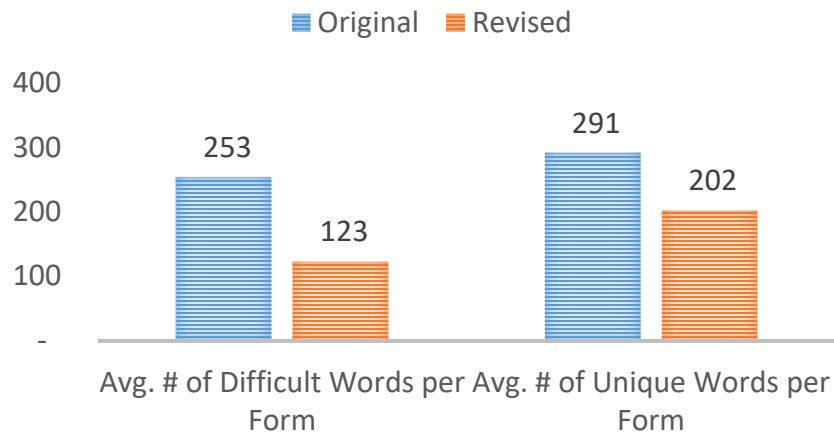
- 4th-grade Reading Level
- 5th-grade Reading Level
- 6th-grade Reading Level



# What Makes Forms Easier to Read?



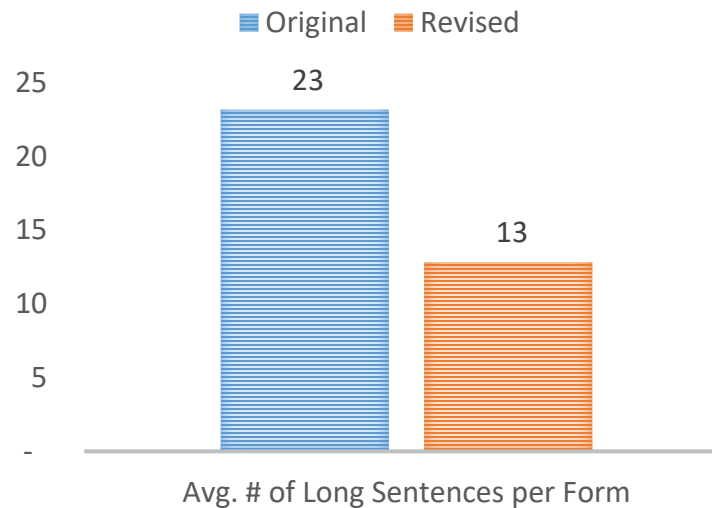
### AVERAGE # OF DIFFICULT WORDS AND UNIQUE WORDS PER FORM



**51%  
reduction**

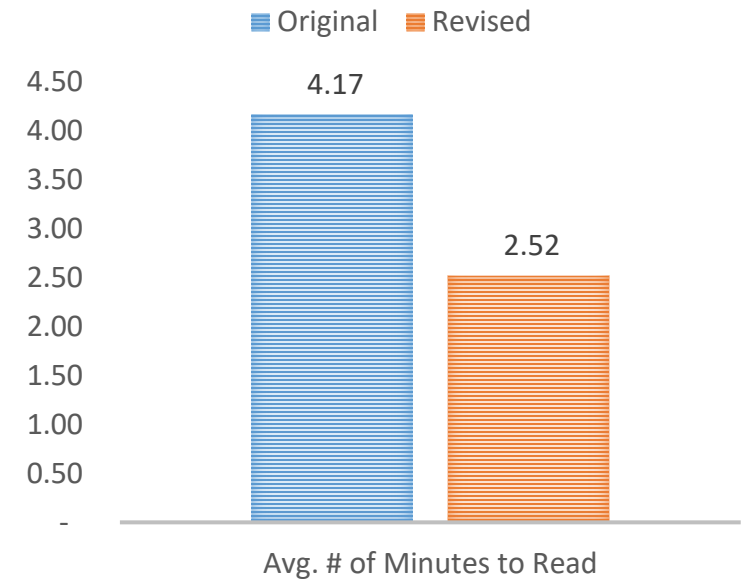
**31%  
reduction**

### AVERAGE # OF LONG SENTENCES PER FORM



**45%  
reduction**

### AVERAGE # OF MINUTES TO READ



**40%  
reduction**

# 2023 ANNUAL CONFERENCE



# Implementation

# Options for clients to receive and complete forms



1

Print and send to client by U.S. mail to fill out by hand

2

Send PDF in email to client to print and fill out by hand

3

Send PDF by email through Adobe Sign for client to fill out and sign electronically



# Response to New Documents



**More friendly  
than prior  
versions!**

**Easy to follow and  
understand!**

**Conversational.  
Great new image!**

**Better understood  
and quicker  
responses!**

**Now getting the  
information we  
need to proceed!**

**I love our new forms  
and letters! They make  
me happy to look at  
them!**



# Contact Information

- David Ramm  
Grays Peak Strategies  
[david@grayspeakstrategies.com](mailto:david@grayspeakstrategies.com)
- Jodi Abel  
Ramsey County Child Support Services Planning Manager  
[Jodi.Abel@RamseyCounty.us](mailto:Jodi.Abel@RamseyCounty.us)